

This ability to remotely update the electronic catalogs extends their useful life, thus lowering costs, and stimulates customer interest, to encourage greater sales.

Summary of the Invention

eMediaCards are portable, easy to use, non-server, interactive products and/or services catalogs shopping cart engines, written in, or embedded in, or bundled with any digital formatted or document that will support them, such as HTML, Adobe Acrobat, Flash, SVG (Scalable Vector Format), Quicktime, MPEG, PowerPoint, and others documents which can contain a interactive URL.

The catalogs can be generated or exported from leading print design programs such as Adobe inDesign, Pagemaker, Quark Xpress, Canvas, Freehand et al.

They can be written in, or embedded in, or bundled with any supporting file that can be put on electronic media, such as a CD, DVD or tape, a removable drive or disk, or a removable hard drive, and they run on the local computer, and do not require a server.

They provide the vendor with a complete choice of all the visual features of both print and electronic media.

The catalogs for eMediaCards can be made from any printed sales documents, or layout or design program documents, video clips, web data portable document format files such as Adobe Acrobat, PowerPoint, Spreadsheets and word processing documents.

Timed actions can be coded into the catalogs, and synchronized with the local internal system clock, so that planned sales items will appear or disappear at specified future dates, making it possible to publish additional versions of the catalog on the same media, that will become viewable at the set time, such as for a seasonal promotion.

eMediaCards are unique since it is the first complete order system which does not require an Internet connection or server to display the catalog content. eMediaCards contain their own interactive ordering-engine to handle the order assembly and ordering processes. eMediaCards can be used on a customers local PC, Laptop, DVD or TV system without any Internet connection. They also can web connect for updating if so desired by the merchants initial configuration. They offer high bandwidth sales displays without Internet bandwidth constraints. They can be interfaced with online transaction gateways and merchant services.

Claims

1) Emediacarts are non-server, local device shopping carts with their own software engines for assembling orders, placing orders and purchasing, and do not require a web server, as shown in figure 1.

2) Emediacarts are hosted on any electronic storage device or hard drive that supports the file formats they are in, including portable devices such as removable hard disks, compact disks, digital video disks, television media and other media devices or electronic messaging systems that can support them, as shown in figure 2.

3) eMediaCarts are implemented as either small applications such as java applets or executable win32 modules incorporating activex controls.

4) Current emediacarts offered by ecatalogbuilders' are catalogbuilder cart, mx-cart, x-rom and x-rom lite cart with items, quantities, prices and other data pertinent to the transaction in either a floating window as in figure 3, or embedded as a static or dynamic area within a browser or messaging window as in figure 4.

5) Definitions:

- * Mx-messages are commerce enabled electronic messages.
- * Ecatalog pages are commerce enabled product pages.
- * Emedia is the collective term used to describe both mx-messages and ecatalogs.
- * PDF Engine is a sub application for portable document format ordering, which is based on our proprietary method of using a winsock control bound to a custom transmission control protocol port that is dedicated to accept requests issued by portable document format web links, which are then further processed by the emediacarts custom activex dll.
- * Buyobjects are code snippets or packages that contain the exact code necessary to make a purchase, complete with identifying icons and the ability to be dragged and dropped from palettes or windows in visual page or document layout and design programs or web authoring programs that support drag and drop technology and can be cut and pasted or dragged and dropped from template pages or documents in layout or design programs that do not support palette drag and drop.
- * Itransfer is the optional server side component which converts incoming emediacarts orders into either fax format, and faxes them securely to the merchant, or converts them into electronic formats compatible with merchant services gateway providers, for authentication and processing of electronic transactions such as credit cards and echecks.

6) The Memory Storage techniques used are long term cookies and databases which create a suspended memory system to hold and store order data during ordering sessions and to store complete orders which have been saved for later retrieval, for additional ordering modifications at future dates, or to be submitted for back-end processing at a future date as in figure 5.

7) Emediacarts have databases and cookie methods that contain entire unprocessed orders/carts on local hosts with unique customer assigned order names or numbers as identification tags, and the dates of the saved carts.

8) Data resources used as product information for emediacarts can be hard-coded or embedded into product pages in various formats, such as HTML, e-mail, text documents that support the coding, and graphical file types such as portable document format pages, scalable vector graphics, shockwave, and flash, or any pages or documents that will support the features and such product pages can be either static files or dynamically generated pages that are produced on the fly from local database contents, and pricing and other product information can be updated from a remote location through optional web-connect methods or through included update files.